CWM Sailing Meeting Jan 8, 2010

In attendence:

Dana, Jonathan, Nat, Mer, Quentin, Shannon, Sarah, Susan

Steve, Nat, Matthew, and Chris are going to Florida for a Feb 14 event for about 150 people. They will focus on CWM Sailing, but it is not entirely about that. Maureen has the list of attendees.

Susan and Nat met with Carl Swebelius. He is a volunteer who has been taking pictures of the Morgan and emailing them out with short captions to about 50 of his friends. He has done 7 of these emails. Perhaps we can enlist him to use these on our website as a "Volunteers View of the CWM Restoration". His text is very brief and would work for the amateur, but we should look at it to make sure that it is accurate, if not complete. Nat will manage this. He will get the emails from Carl, send them to Dana for review. Nat will talk to Carrie to figure out best place on website. This will remain separate from the Ted Mundy updates.

Susan, Nat and Steve met with Steve Purdy, another CWM volunteer. He has done research on the economics of whale oil. He offers a good perspctive and could be someone that we would send out to Rotary Clubs etc to represent us.

Tom Brillat and David Littlefield would also be good. Each of these could be writers for the "Chicago" letters.

We should also consider internal training for staff, like the Lunchure or book reading list. Most of the staff is not kept up to date with the project. We could have a monthly update for staff that could mirror the Chicago letters. Staff will next be updated at the Staff meeting in February. We can see what their interest is in more frequent updates.

The trademark on the Log is about to expire. It needs to be a scholarly piece. The Chicago letters could be called the Log, so we could keep the trademark. We could pull stuff from previously published Logs to use in the Chicago letters. Advancement will be the keepers of the mailing list, and they will manage the printing and mailing. The targeted audience is donors and potential donors, trustees, and advisory committees. This is not meant to go to our Membership, but perhaps they will get posted online at the end of the year. We need to keep it exclusive.  Education, with Sarah as the point person will create the content for the letters. We need to plan the content a year in advance and have it all written up so we are not constantly scrambling every month. We would like to start this in February. We need to pull together a design by the trustee meeting to show them what we are doing. Highlight Stellwagen Bank in one of them, since many people are not familiar with it.

Quentin and Dana went over the budgets for the restoration and for Roann with Bill Parent.

Mary K has completed the sail survey. Wayne Chimenti is interested in coming here two years from now to build sails in our sail loft. It would be best to have them here in summer since the space is not heated and the visitors would benefit from it. It would require an additional interpreter. Sperry Tents has an affiliate, Sperry Sails, who would also be interested in building sails (maybe whaleboat size sails). Nat Wilson and Dan Moreland have also offered help.

Dana saw Bailey Prior who is interested in talking about video.

Dana and Quentin have been in contact with a naval architect, TJ Perroti, who is willing to do pro-bono work for us.

Nat has worked up a benefit sheet for sponsorship over the $25,000 level. We need to work on smaller amounts. By Mid January, we need to have this figured out. Also consider sponsorship levels, vs in kind donation levels.

Merchandising and Product

Mary Anne points out that at this point we are being reactive, not proactive about merchandise.

John Rios is hungry for product.

We need a strategy. We need to pick and choose people we partner with so we do not have too many relationships to manage. If a pencil person comes in and wants to make pencils, we should go out and talk to two other pencil people, not just go with him because he approached us.

It is nice to have inexpensive items in addition to expensive items, but they should all reflect the dignity of the Morgan and not be tacky.

People are interested in a sticker / lapel pin that say "I climbed the Morgan".

Sarah has a poster deadline of Feb 15th.

It looks like there will not be a lot of usable wood off of the boat.

When developing product, we need to consider the markup margin for Event Network and also consider wholesale cut. We cannot make product that EN will not sell. We need to look at the EN contract to see about line item negotiations.

There are different product requirements:

Donor Recognition piece

Event Network piece

Need to determine the donor recognition pieces first so that there is no overlap with what EN produces.

We cannot give anything away off the boat.

One idea is to sell in the store little pieces of wood off of the boat that the model guys can use.

We need a style guide and logo before we can go any further.

1) Develop the brand

2) Review prior and current products (Mary Anne)

3) Brainstorm donor recognition ideas.

This owned by Nat with Mer helping.

Need to determine the value of everything:

How many hours of volunteering means you get to go on the sail?

How do we determine staff who can go on the sail? Part time, full time, years of service etc

**For the next meeting Jan 22 from 1-3.**

Review donor recognition pieces for the campaign.

Nat and Mer will meet with communications on branding and develop a style guide.

Mer will look at paintings of CWM to see if we still own them.

**PLEASE SEND SHANNON UPDATES TO THE ATTACHED TO DO LIST**